

Top 5 Course Creator Interviews of 2020



Copyright © 2020 CourseMethod.com

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the express written permission of the publisher.

Earnings Disclaimer

There are no guarantees concerning the level of success you may experience by following the steps in this manual or creating an online course. Each individual's success depends on his or her background, motivation, and dedication.

Affiliate Links

Some of the links within this report are affiliate links which means when you buy from links you click on, we may earn a commission.

Table of Contents

How Caitlin Pyle of ProofreadAnywhere.com Grew Her Digital Training Company to \$2 Million/Year	4
How Trey Dean of LowRisq.com Transformed His Existing Safety Consulting into Scalable Digital Training	13
How Arlie Peyton Turned His Process for Earning Up To \$3,000 Per Article Into a Successful Online Course	22
How Jessica Caver Lindholm Earns \$60K to \$100K/Month Helping Others Learn How to Live Free	34
How Jacques Wong Grew PNC Learning to Mid 6-Figures Helping Others Pass Insurance Licensing Exams	45

Let's take a look at my top 5 course creator interviews of 2020!

How Caitlin Pyle of ProofreadAnywhere.com Grew Her Digital Training Company to \$2 Million/Year

- Who: **Caitlin Pyle**
- Website: proofreadanywhere.com and workathomeschool.com
- Course Topic: **Earning money by proofreading**
- Interesting Stats: **\$2 million a year + 8 team members**

Who are you and what courses have you created?

My name is Caitlin Pyle, and I started [Proofread Anywhere](https://proofreadanywhere.com) back in 2014. I help proofreaders earn extra income from anywhere in the world... even if you're starting from scratch!

I have two different courses: Transcript Proofreading, which teaches students how to proofread legal transcripts for court reporters. My second course is General Proofreading for those who want to learn how to proofread, but not necessarily only transcripts.

I also started [Work-At-Home School](https://workathomeschool.com), an online learning program that teaches a variety of skills from masters in their field. Students can determine what work-at-home career they see themselves in, dive deep into learning those skills, learn how to market themselves, and eventually work from home.

What market do your online courses serve?

My customers range from college students, stay-at-home moms, retirees, to men and women who are looking for the freedom to work while traveling. This could also include anyone who is tired of working the 9-to-5 grind, wants to work for themselves, or has a passion that they want to turn into a business, but they're not sure how to do it.

What's the biggest benefit of taking your courses?

FREEDOM! I mean that. But to gain that freedom, students will learn new skills that they can then use from home without having to sell products to their friends or stuff envelopes.

Learn How to
**Transform Your Passion
For Words & Reading**
into a Thriving Proofreading Business
in as Little as 30 Days...

.....

4,800+ Students. 4 Years of Results.
It's Achievable. It's Doable. It Works.

00 14 21
HOURS MINUTES SECONDS

SAVE ME A SEAT!

How did you get into the market?

I started out proofreading by helping fellow students when I was studying abroad in Germany. I had no idea I could make money without having to go to a physical building or have an actual boss. But I was able to be my own boss and I loved it!

At the time I didn't know that I could make a full-time income with it. So when I came back home to the states, I got back into my usual routine of finding a job, hating it, and finding something new until that job wore off. I have a lot of respect for those who can work desk jobs because I know it's not for me!

In 2012, I started proofreading transcripts for court reporters from home. One client became two, two became even more. As a proofreader, I made up to \$4,000 a month. Soon enough, people started asking me how I was able to proofread from home and be successful, so I wrote a little eBook to lead people through the process.

The popularity of it grew and people wanted even more detail, so in 2014 I started proofreadanywhere.com as a blog, which eventually became what it is today!

Why did you decide to create an online course in the first place?

When people keep asking you for more knowledge on the subject, you know you're going in the right direction and you have found your ideal market. Turning my blog into the course was really just the next logical step.

Did you have any moments of doubt before you created/launched it?

Absolutely! In fact, I paid for less than two years on my domain because I was so certain it wouldn't take off. I had quit so many things in the past, I figured this wouldn't be any different. Turns out I was wrong.

If so what made you turn it around and do it anyway?

Well, I already had my site, so I gave it a shot. Luckily it took off before I had the chance to truly listen to those doubts and act on them. The momentum of the course wouldn't allow me to quit 😊

Can you **spot errors** in your mother-in-law's emails?
Do you **correct your grammar** before pushing send on a text?
Do you love **red-letter penning** your kid's homework?

Use Your Proofreading Skills to Make Money...

So You Can Build a Business that Supports
the Freedom Lifestyle You Deserve.

Yes, I want access to the FREE Proofreading Intro Course now!
Scroll down to learn more!

What are your online courses like?

My courses are a combination of all mediums. Transcript Proofreading is primarily text-based with quizzes after every few modules. Students have to score at least a certain grade in order to continue with the course. It ends with a final exam.

General Proofreading, in its most recent updated form, has both videos and text in every module as well as a quiz after each module. Students aren't required to "pass" each quiz, but it will give them a good idea of where they stand and if they should continue or go back and review material. Those who have enrolled in our Plus membership can take a final exam also.

Work-At-Home School is essentially a portal for many other courses so they are all different in content and in form.

How long did it take you to create your first course?

When I first launched, I was the one creating my website, the copy, the blog posts... everything. I spent nearly 16 hours a day every day to create my business. Because it was already going as a blog and evolved from there, it is difficult to say how long it truly took to get going.

COURSES

General Proofreading: Theory and Practice™	Transcript Proofreading: Theory and Practice™
✓ Learn to earn money proofreading books and blogs	✓ Higher earning potential than general proofreading
✓ Less technical than transcript proofreading	✓ More repeat clients
✓ Shorter learning curve	✓ More technical skills = more money
FREE INTRO WORKSHOP	FREE INTRO COURSE

Tell us a little about the process of launching your course and getting your first sale(s).

I launched my course to about nine people — that's all that was on my email list at the time. Luckily that's all it took to get someone to bite!

Do you have a lead magnet?

I do offer [lead magnets](#)! I have a free workshop for both courses:

- [Transcript Proofreading](#)
- [General Proofreading](#)

Both help bring in a lot of traffic. People need to feel confident that if they take my courses they will be successful and these workshops do that for them.

What's the traffic strategy that works best for you?

We use quite a few different methods. We run ads on Pinterest, Facebook, and a few other places. This helps us to reach new customers that might not know about us otherwise.

I also email customers pretty frequently with helpful information. Reaching out to our soon-to-be new students is so important in attracting and retaining our customers. It gives us a chance to bond with them and let them know we care about them.

We have a good amount of traffic that comes from the [Proofread Anywhere blog](#). It's been up for a few years now and we've worked really hard to make sure it has quality content that will help our readers.

Finally, we use affiliates to get the word out there about Proofread Anywhere and how it's helping people succeed.

Most of our traffic comes through paid ads and our affiliates.

What online course platform are you using?

I use WordPress.com for my Transcript Proofreading course and Work-At-Home School, and then [Kajabi](#) for my General Proofreading course.

Do you like it?

I like them both very much! I haven't seen any reason to change them.


Are there any features you wish it had?

I wish [Kajabi](#) had a function that limited the number of times someone could take a quiz after a module in one of our courses. Currently (at least to my knowledge) you can't limit the number of times someone takes a quiz only how much of a percentage they need to get correct in order to move forward.

What made you decide to use your chosen platform over others?

WordPress was an obvious choice for our main website because it's open-source and versatile. It's also one of the most common and most powerful website platforms for content available and I was able to control the look and feel of it with ease (and help from others).

For our courses, we decided to switch to [Kajabi](#) for our best selling course because it's a very [robust and well-known learning platform](#). We were having a lot of issues with the platform we switched from and it was causing a lot of problems in the company and a lot more support tickets than we should have been getting. The support for [Kajabi](#) is also excellent. Since we have moved over we have had much fewer problems with student fulfillment or login issues, so it was a good decision.

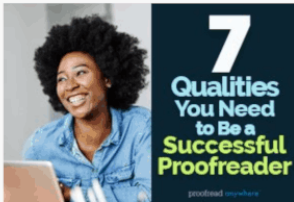


12 People Earning Extra Money from Their Proofreading Side Hustle

This content may contain affiliate links which may result in my being financially compensated for purchases site visitors make through said links.

Can you make money with a proofreading side hustle? That's the big question on the agenda today. Of course, I firmly believe the answer is yes — freelance proofreading

[READ MORE](#)



7 Proofreader Qualities You Need to Be Successful

This content may contain affiliate links which may result in my being financially compensated for purchases site visitors make through said links.

One common question I get asked all the time is "How do I know if proofreading is for me?" To be honest, I can't answer that question for you.



Which type of proofreading is right for you?

[CLICK HERE TO FIND OUT](#)



5 MOST PROFITABLE WAYS TO WORK FROM HOME

[LEARN MORE](#)

What other tools do you use to run your online course business?

I use a number of tools but here are the ones that either I or my team use each week:

- [ConvertKit](#): We use this for one email list. For the other email list, we use [Infusionsoft](#).
- [Clickfunnels](#): We use this for our funnels (of course) and the affiliate program for my General Proofreading course.

I picked these three because they've each been vital to my business along the way. I started with my blog on WordPress and built my email list — using something like [ConvertKit](#), [AWeber](#), or [MailChimp](#) are so useful when building your email list. [Clickfunnels](#) has allowed me to easily build my evergreen funnel so that I can sell on autopilot.

What books or training programs have you found useful on your journey to a successful business owner that others might find valuable too?

- [The Big Leap](#): this helped me break past my barriers.
- [Launch by Jeff Walker](#): This book is one I look back at every time I'm preparing to launch. His explanation of the Launch process is really smart.
- [Success Principles](#): If you want to run a successful business, this is a must-read!

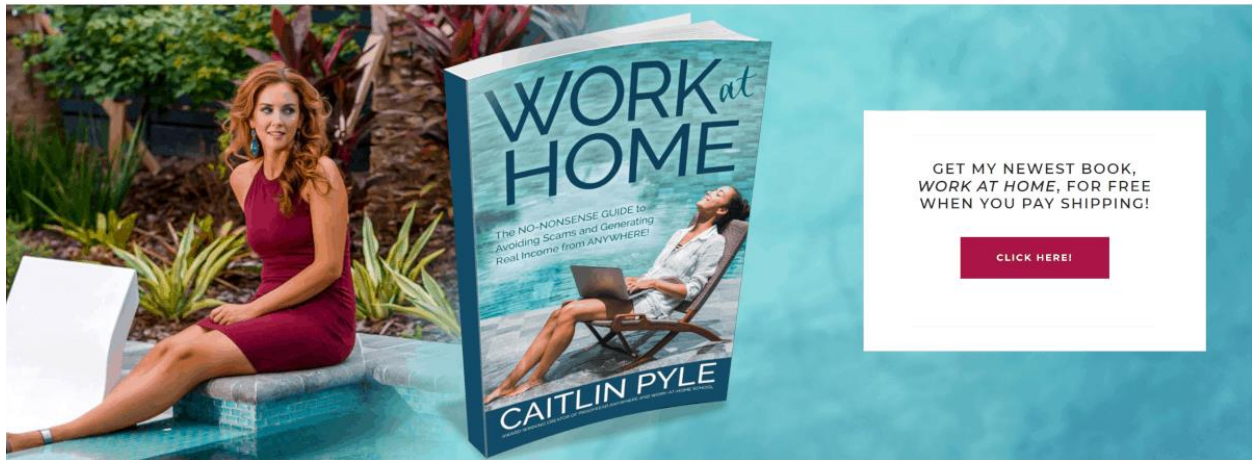
Do you have any big mistakes you've made along the way that you'd be willing to share?

Lol! Many! How long have you got?

Everything in the company goes through testing and optimization.

[Any mistakes my team and I make are learning opportunities that help us grow and create a stronger product and help more people. - Caitlin Pyle](#)

The biggest mistake I have made when it comes to my company is putting someone on the title of the company that shouldn't have been there. That was a huge lesson learned.



Please share some idea of revenue.

I am happy to report that we have a \$2 million a year turn over on Proofread Anywhere!

Please tell us a little about what the money you've earned from your course has done for you.

My business started with me working 16-hour days on my blog and today I'm semi-retired while my team of 8 runs much of the day-to-day. I love having the freedom to still help people without having to work all the time. In fact, I now work because I *want* to, not because I *have* to.

What has creating your course done for you personally?

Creating my course gives me peace of mind that no matter how I feel sometimes, I've made a difference in many people's lives. Nobody's ever bored asking me how I make a living, either — that helps at parties, ha!

Do you have a story of a transformation from any of your clients?

Oh, I have a ton of [success stories](#)! I wouldn't even know where to start, so you can check them out on the site.

What advice do you have for people just starting out?

The biggest thing I could share is to get out of your own head and focus on who you are helping instead of your own problems. - Caitlin Pyle

I know it's kind of difficult if you're drowning, so the first thing would be to stop drowning and then focus on solving problems.

You can read more about my journey from working for someone else to building my own company in my book *Work At Home*.

I'm actually giving it away for free — I just ask you cover shipping and handling.

Learn more about Caitlin Pyle of ProofreadAnywhere.com:

- Website: proofreadanywhere.com and workathomeschool.com
- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [Pinterest](#)

How Trey Dean of LowRisq.com Transformed His Existing Safety Consulting into Scalable Digital Training

- Who: **Trey Dean**
- Website: lowrisq.com
- Course Topic: **Safety Training**
- Interesting Stats: **\$5k in 2 weeks since launch**

Who are you and what digital training company have you created?

I am the founder and of [LowRisq](https://lowrisq.com) and [LowRisq Academy](https://lowrisq.com/academy). We provide safety guidance and safety training to high growth businesses.

I founded LowRisq as a natural progression of a consulting company (Pinnacle Safety Solutions) that I own performing many of the same functions. However, the limitations of Pinnacle from a business standpoint was the fact that it was not scalable. We were limited to serving those that we could help 1:1.

LowRisq has allowed for the intellectual property and processes of Pinnacle to be 'productized' and then delivered to a wider audience.

A key pillar of LowRisq (and safety management in general) is the ability to effectively train. We currently have about 30 courses available and are adding weekly.

What market does your digital training serve?

On a 30,000 foot level, our market is an organization that operates in a higher hazard industry and therefore has a moral, legal, and insurance-related reason to keep its employees safe in the workplace.

Our typical clients are in commercial and residential construction, commercial solar (the folks that install large utility-grade arrays), and data center hardware installation. We are also working with a few waste management companies.

There is a sizeable segment of the markets listed above that are large enough in work scope, employee count, and revenue that 100% have a need for safety

management education (and other things), but they perhaps don't need to hire a full-time employee in order to do it. What often happens, then, is that they either don't train their employees, partially train them, or start training after a negative incident. We fill in those gaps.

What's the biggest benefit of taking your online courses?

The biggest benefit of taking our courses is the ability to deliver the training in a group or individually on a mobile device. And once students are finished with the course, it automatically updates the LowRisq Safety Management Database with the employee's training record if the company has that service level. If they don't and are just taking the courses on their own, then they get a Certificate of Completion.

Taking safety training is half the battle when it comes to OSHA. Having proof of that training is a critical component of OSHA compliance and many employers have a hard time proving employee training.

How did you get into the market?

It was a loooong process. I owned my consulting company while simultaneously holding a few other positions. It was a lot of work for sure. I was the Health and Safety Director at the University of Virginia and I was a consultant for a commercial insurer. I also did some work for a defense contractor and I was a volunteer firefighter in a very busy fire company in metro Washington, DC.

All of these experiences exposed me to thousands of companies, owners, and employees. The need in the market for our products and training evolved over the course of those experiences.

How LowRisq Works



Speak with one of our Certified Safety Professionals about your needs and how our programs can help you.



Become a member of LowRisq and get ready to transform your safety culture.



Apply our step-by-step frameworks for transforming your safety culture and get all of the support, coaching, and mentorship you need to succeed.



You will have the tools and knowledge to have a safety culture that says about your company, "safety is the way we do it around here" and mean it.

Why did you decide to create a digital training company?

Digital training allows for training at scale. It's possible to provide training to many more people with the same amount of effort. Further, digital training provides the most benefit in our market space in a lot of instances because it's easy to deliver and, if it weren't, these workers may not be able to get trained in the first place.

Did you have any moments of doubt before you launched your training company?

Oh yes.

Moments of doubt are typical and I would propose if you don't have them, then you aren't pushing the envelope enough to provide meaningful information. - Trey Dean

I am still using my first course, but it makes me cringe. It is first on the list to be recreated.

As to doubt in general ... my advice is to accept it and then move on. If you try to fight doubt in what you are doing, you set yourself up for more stress.

When I was first recording content, along with all of the other components of the business, my wife and I would laugh that I would seem to have one day per week where I thought I had to be crazy to be doing what I was doing.

I learned to accept it, though, because I felt that even if the outcome wasn't what I wanted, I was creating an asset and it would provide value. The question was how much value. That helped.

What are your online courses like?

I do my best to mix it up as much as possible.

I use a combination of Prezi, PowerPoint (that I write on), live person training, and audio.

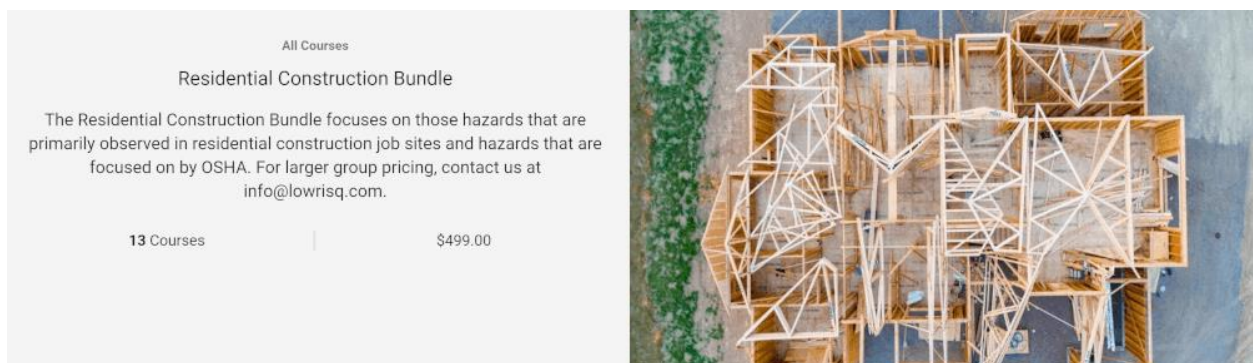
Then I almost always use a knowledge check or quiz.

Typically, I use Loom to record my screen and I have my video in real-time on-screen while I talk and mark up. I have experimented also with no video of me, a picture of me, and no visual of me. I do that to mix it up more than anything.

Most of my videos are 20-40 minutes. Some are standalone training and I also have courses that are up to 8 or so videos to complete a course.

I think 15-30 minutes is best. After you are done recording, go back and listen/watch it a few days later and if it is boring to you, well.....

Also, talk and present bigger than you normally would. It makes a difference. And I suggest using a digital pen to mark up your presentation, if applicable. Done judiciously, students find it helpful. Sometimes I get a little overboard with this, though.



How long does it take you or your team to create a new course?

We are fortunate in that much of the course content was already in existence from our previous company. I handle all of the training delivery and content creation. An admin professional provides the final visual touches, proofreading, etc.

In my opinion, if you are just getting started, use whatever means you can to get the content out there. The hard part isn't the course creation. It's getting users. Pre-selling courses to gauge interest is also a great idea before you spend a lot of time creating a course.

Tell us a little about the process of launching your first course and getting your first enrollment(s).

In order to get the word out, we offered certain classes for free. We reached out to our existing clients and gave them access. That way, we could get feedback and also say we have some users. And then we leverage those to whom we gave the free training to advocate for us. It starts slowly but it begins to build.

Do you have a lead magnet?

I've experimented with a lot of things when it comes to lead magnets. Right now we are using free access to a year's worth of toolbox talks.

When we look for a lead magnet, we try to give away something of value up to the point where it's a bit painful for us to give away. - Trey Dean

That way you know it's worth value. If you're just throwing something out there that doesn't save time, money, or have an emotional component to it, then it's probably not going to work too well.



Subscribe to the LowRisq Safety Minute blog and receive a year's worth of toolbox talks - FREE!

The LowRisq Safety Minute blog offers readers unique takes on the world of risk management as well as need-to-know compliance updates.

[Subscribe Now and Get My Toolbox Talks](#)

What's the traffic strategy that works best for you?

For us, there is no one traffic strategy that has really set itself apart. We use a combination of word of mouth, blog posts, social media, and now paid ads.

Don't do paid ads until the other methods are in place first. They are very difficult to implement and you can easily lose money. As an example, when I was doing them myself, I created what I thought was a draft ad but it was actually running and I didn't know it. That was a \$1000 mistake.

I use UpWork now to find subject matter experts in fields like paid search and they are usually pretty affordable.

What online course platform are you using?

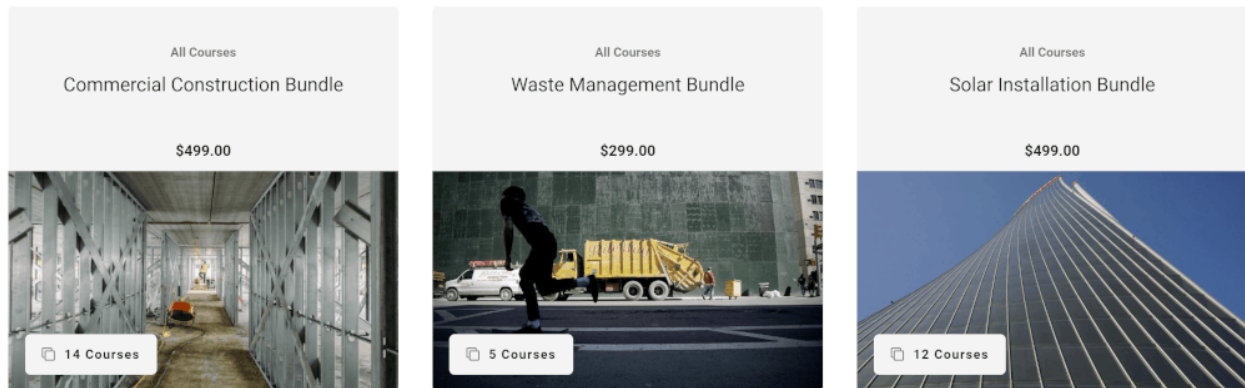
I use [Thinkific](#). They have been fantastic. I was fortunate to be able to be paired up with some experts as a result of [Thinkific's](#) Entrepreneur Growth Fund and that helped as well.

I've found them to be receptive to feedback and questions as well.

Are there any features you wish it had?

Not really. There are some minor things related to pricing options for students that could be added. The big thing we run into is the fact that most of these [online](#)

course platforms aren't geared to B2B sales and delivery. In a B2B case, the company is buying the course and then providing access to its employees. Thinkific does have an easy way to handle this, though.



What made you decide to use your chosen platform over others?

I wish I had a really thoughtful reason why we made the choice we did but the reality was we stumbled on the one that was easiest to use!

What other tools do you use to run your digital training business?

We use pop ads from our CRM (HubSpot) on our main training landing page. We also bring in other components of our business that aren't related to training to supplement. For example, we show people how keeping training records should work for compliance and how to use a mobile app (or app) for compliance, etc.

What books or training programs have you found useful on your journey to a successful business owner that others might find valuable too?

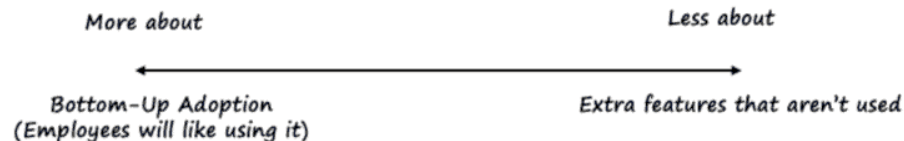
I think that marketing is the key to an online course. I am not a marketer and found it/find it very frustrating. But if you can find some basic strategies that work, you can build on that.

Learn from many of the best online marketers out there and then make your own determinations.

I like Russell Brunson and his Marketing Secrets book. It's free by the way. There are also two other books that complement that one. They are easy to read and I find them rooted in reality and not self-serving to the author.

I will also listen to podcasts on marketing when I am driving and really just try to get out of my “I don’t want to market” bubble.

SCHEDULE AN EXPLORATORY CALL



Do you have any big mistakes you’ve made along the way that you’d be willing to share?

I don’t have one big mistake but plenty of small ones!

I think the biggest mistake would be not focusing on marketing and sales first. As content creators, we can be so focused on the latest or best thing, etc. but the fact of the matter is, if there aren’t butts in the seats, so to speak, then it isn’t going to last too long as a for-profit business.

Please share some idea of revenue for your digital training company.

We offer courses both as standalone as well as in bundles. Our bundles are in the \$500 range and our single courses range from free to \$400. At launch, our first month made about \$1000 or something like that. Not enough, but once we got the word out and worked through a few other things, it grew exponentially.

A disclaimer, though: we were using a delivery platform that was on our website originally. We had clients of LowRisq that were receiving our training in the member’s area of our website through videos that we had simply uploaded. We

switched to [Thinkific](#) in March or so of this year and literally just published the courses there in June 2020 because we need their enhanced functionality.

I wanted to separate LowRisq clients that were using all of our products and services from those potential clients that would just want the training. By doing that, we could market the training only. We have sold about \$5k of training only clients in about 2 weeks since launch. Hopefully, that grows substantially as we start marketing and sales.

Please tell us a little about what the money you've earned from running your digital training company has done for you.

Delivering courses online in the member's area of LowRisq initially allowed me to change my entire life in a lot of ways. I'm not beholden to a boss or organizational constraints. I can see a problem and try to address it immediately. Through the revenue earned with online courses in the past, my family and I are able to do what we love the most and that's travel.

Obviously, with the pandemic that has changed but we are still able to safely do a few things. Our goal is to live part-time abroad, or at least the summers until our youngest graduates high school (he's a rising 7th grader).

What has creating your digital training business done for you personally?

I always wanted to give it a shot full-time. I had ideas over the years that I thought would work. I'd sit in a meeting and think "why don't I give this information or training to more people?". I was always accepting of the fact that this entire venture might not work but I needed to give it a try to the best of my ability. Having been able to do that, create it all from scratch, and have some level of validation has been a great personal accomplishment.

Learn more about Trey Dean of lowrisq.com:

- Website: lowrisq.com
- [Facebook](#)
- [LinkedIn](#)

How Arlie Peyton Turned His Process for Earning Up To \$3,000 Per Article Into a Successful Online Course

- Who: **Arlie Peyton**
- Website: peyton.thinkific.com and writingincomeaccelerator.com
- Course Topic: **High-End SEO Writing**
- Interesting Stats: **6-figure/year earner**

Who are you and what course have you created?

Hi, I'm Arlie Peyton but I just go by Peyton. I spent 10 years in medicine, then 8 years in public education. I have a master's degree in literature and so for my third act, I combined all three to become a Brand Journalist. My course is called [6-Figure Freelance Writer](#).

What market does your online course serve?

I'm in the freelance writing marketing and my course serves intermediate or advanced writers who struggle to make a great income writing.

Basically, that describes the first two years of writing for me. I had been declined by countless editors and I failed to make a decent living writing.

However, I figured out a unique system that targets a type of writing going through a revival right now: Brand Journalism. I believe it's the purest form of business writing because of the strong ethics and storytelling components. In my course, I teach students how to leverage this type of writing to command \$1,000 – \$3,000 per article.

What's the biggest benefit of taking your course?

Writers walk away with a real skill set in major demand: there is no fluffy theory stuff at all. The content marketing industry is worth \$413B [Source: [Technavio](#)]. That includes videos, email copy, infographics, podcasts, etc. However, blogs and long-form posts are a sizable chunk of that \$413B. Most writers I come across don't

know how to take advantage of that or how to adapt their writing skills towards fulfilling this demand.

How did you get into the market?

I stumbled upon this market by pure accident, which isn't to say I'm the only one doing this. Not by far. However, no one is doing it like me because I invented a lot of the results-centric tactics I teach in my course.

It all started when I failed to produce results from a marketing course I bought for \$999. I was really bummed and I realized I might have just crash-coursed it, paying very little attention to the actual lessons. Instead of being mad at the instructor, I just retook the course—but this time more carefully.

When I finished, I applied what the instructor said and tripled my investment in the course. I was so elated, I offered to write a review of the course for the instructor and he approved. That article went viral and brought him massive traffic to his landing page. I charged him for the article this time. I went from making zero from writing to \$1,000 for one article. Rinse and repeat, and here we are today. I created a complete system I've replicated several times with other writers. It's a mix of brand journalism, Article SEO, funnels, and content promotion.



Writing Income Accelerator
Improve Your Writing Income Today!

[MANIFESTO](#) [ABOUT](#) [COMMUNITY](#) [TOOLS](#) [VIDEOS](#) [PORTFOLIOS](#) [BLOG](#) [CONTACT](#)

[6-FIGURE WRITER COURSE](#)



**Get Paid Top Dollar
For Your Writing**

Learn how to write premium articles, that get premium results, for a premium payday.

[LEARN MORE](#) [SUBSCRIBE](#)

Why did you decide to create an online course in the first place?

I created my course for a couple of reasons. First, most writers are dirt-poor. It's a bit of a starving artist and labor of love thing. I wanted to change that narrative.

Secondly, there wasn't much out there for intermediate to advanced writers. That was where I was despite having never been published. I mean, I did earn two advanced college degrees. I wanted someone to teach me how to lose the academic style of writing and make what I had more commercially viable. It was a lot easier than I thought!

Lastly, I never really wanted to make a course but so many people asked me to. They couldn't believe that I was making \$3,000 an article after only writing for two years.

[A writing partner pointed out that what I thought was a janky little writing routine was, in fact, a robust original system. And if I could help my fellow writers out with this system, why not teach it to them? - Arlie Peyton](#)

Did you have any moments of doubt before you created/launched it?

The course has not been live very long, however, I've been teaching online courses for well over a decade at the university level. I was an early adopter back in 2007. I'm kind of an organization and planning freak because of all the curricula I've done over the years. Humblebrag, I've even created two self-funded business programs in my state so nothing about courseware scares me.

What does scare me is what professors often encounter: The Curse of Knowledge. Sometimes I forget that even intermediate writers don't know basic things, and I have to dial it back a bit to cover the basics. Some of my first lessons were total flops because I failed to start at the right place.



If so what made you turn it around and do it anyway?

At the time, I had a friend who wanted to start making talking head videos on YouTube about his craft. I wanted to do the same, so we agreed to critique each other's videos. We challenged each other to keep posting week after week. He stopped, but I kept going. I still have an obscure channel!

However, I got accustomed to making videos that are par for creating a course. (I hate those courses that are just PowerPoint presentations and a voice-over.) It got easier and people started telling me the tutorials really helped them understand things like Article SEO. It was encouraging.

What's your online course like?

Nearly all of my lessons have a video component where it's me talking face-to-face with the viewer over a screen recording. Sometimes I have to move around to show parts of my screen. Add to this, I have text within the lesson that goes over the preview and highlights of the video lesson.

Most of the lessons have a quick assignment to apply the lesson. As mentioned earlier, I was a public educator for years (and also the State Representative for Vocational Education). I know people benefit from being taught through literature and through listening to others. What I did was kind of overkill, but I really wanted writers to master what I learned—not just skim over it.

I should have made quizzes and a final exam, but it's not a course that will be accredited so I didn't think it was absolutely necessary. It's supposed to be a short course, but already it was at 60 micro-lessons and 8 hours of video.

How long did it take you to create your course?

It took me weeks to plan it, over ten days to film it, and weeks to edit it. I really hate editing! It takes so long.

Tell us a little about the process of launching your course and getting your first sale(s).

For the course launch, I did the typical Russel Brunson approach. I had funnels and sequences set up. I'm doing a webinar right now since it just launched. I waited because I'm in the soft beta period right now.

I'm finishing up my tour with the first cohort, making sure all the lessons are good. I'll improve them with the feedback and then double the course cost (probably \$997 next time).

I offered my email list a special deal. The first 20 get a free 20-minute video chat consult with me after they finish the course. I could live-edit their articles or talk about anything related to their writing business.

In a week, I'm going heavy on pushing out the webinar. I'll also double-down on Facebook and YouTube promos too. That's pretty standard, so that's what's next.

Do you have a lead magnet?

I have one [lead magnet](#), but I'm working on a five-email free course. My lead magnet now is a white paper on the \$413B content marketing opportunity and how writers need to jump on this ASAP. It's gotten decent traction, but I need a longer sequence and face-time with potential course buyers.



What's the traffic strategy that works best for you?

I'm a writer so ranking my articles in Google works best. However, I'm also good at Facebook ads so there's that. I want to get better at YouTube SEO, so that's yet another traffic avenue. I'd say that for the short amount of time doing it, YouTube has been one of my strongest sources and it makes sense since course are a video-based asset.

What online course platform are you using?

I'm using [Thinkific](#) as my [course platform of choice](#) purely because everyone I know is using [Teachable](#). It might actually be superior, I don't know. I just don't like to be like everyone else.

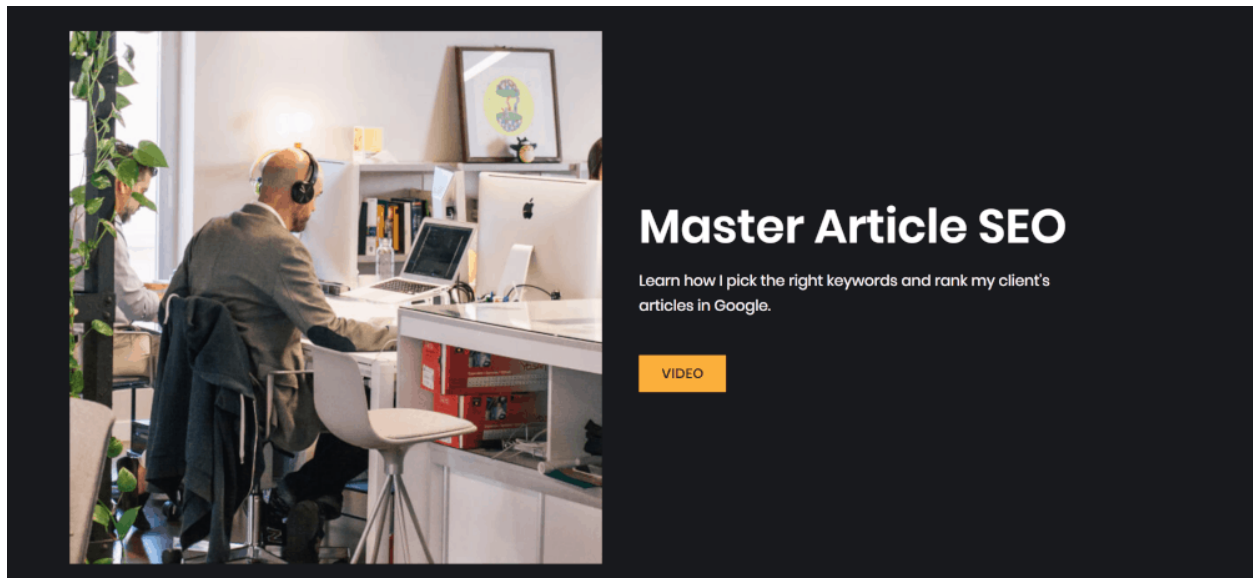
Also, I think the UI and UX are way better. It feels more organized. It might be lacking in some of the administrative features [Teachable](#) has. Once you've designed courses on sophisticated university platforms like BlackBoard, Canvas, and Desire2Learn everything else is a breeze. I find most commercial platforms lacking in countless ways.

I like [Thinkific](#) because you can get creative with it, and it doesn't look like the millions of [Teachable](#) sites out there!

Are there any features you wish it had?

Now I'm getting greedy, but they hold back on some features I think should be free. You can't give the course away or give anyone a discount without upgrading. I think even on the freemium level, they should let you give the course away to ten people.

Also, I have not figured out how to export a back up the course. This freaks me out, but they say they do it on their end. Maybe it's a paid feature!



What other tools do you use to run your online course business?

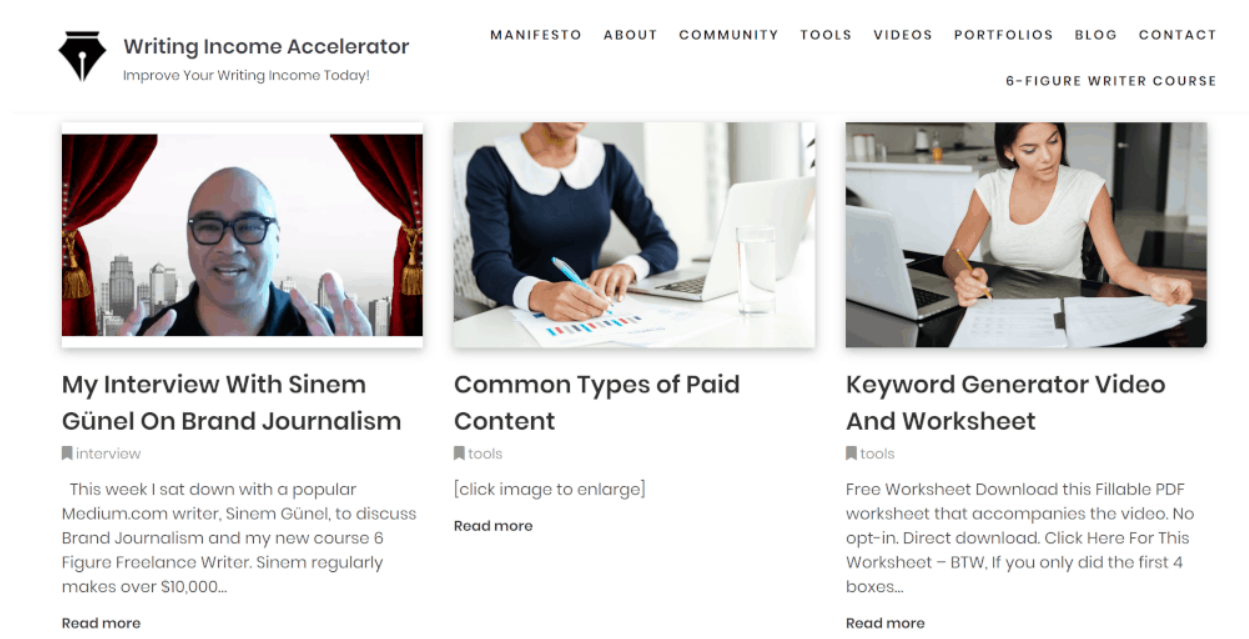
I use ClickFunnels, Trello to organize my projects, CheckVist to outline my course, and create a live-updated FAQ for students, MailerLite, Stripe, or PayPal, and ScreenFlow (Mac only).

What books or training programs have you found useful on your journey to a successful business owner that others might find valuable too?

Follow the ClickFunnels training on Webinars, Funnels, and Launching. That's all you really need. I did take a course on Udemy for ScreenFlow by Mel Aclaro. It was for ScreenFlow 4 and I think they're up to version 9 so that's how long ago it was. Still, Mel is a fantastic teacher.

For course creation, I think Dan Henry has the best program. It's very minimal, yet effective. It's scientific in the way he validates the market and sets up your launch. I feel like his course is the distillation of all the ClickFunnels stuff.

Amy Porterfield has some good course training as well. She's really approachable and knowledgeable.



The screenshot shows the homepage of 'Writing Income Accelerator'. The header includes the logo, tagline 'Improve Your Writing Income Today!', and a navigation menu with links: MANIFESTO, ABOUT, COMMUNITY, TOOLS, VIDEOS, PORTFOLIOS, BLOG, CONTACT. A secondary navigation link '6-FIGURE WRITER COURSE' is also visible. Three featured articles are displayed in a grid:

- My Interview With Sinem Günel On Brand Journalism**
Category: interview
Text: This week I sat down with a popular Medium.com writer, Sinem Günel, to discuss Brand Journalism and my new course 6 Figure Freelance Writer. Sinem regularly makes over \$10,000...
Link: Read more
- Common Types of Paid Content**
Category: tools
Text: [click image to enlarge]
Link: Read more
- Keyword Generator Video And Worksheet**
Category: tools
Text: Free Worksheet Download this Fillable PDF worksheet that accompanies the video. No opt-in. Direct download. Click Here For This Worksheet – BTW, If you only did the first 4 boxes...
Link: Read more

Do you have any big mistakes you've made along the way that you'd be willing to share?

I think being a perfectionist took too much of my time. I would shoot a section of my video, totally mess up, and instead of restarting sometimes, I'd nix the whole recording to start completely over. It was an all-or-nothing sort of thing, which was unproductive. That was pretty much the first ten videos until I wised up.

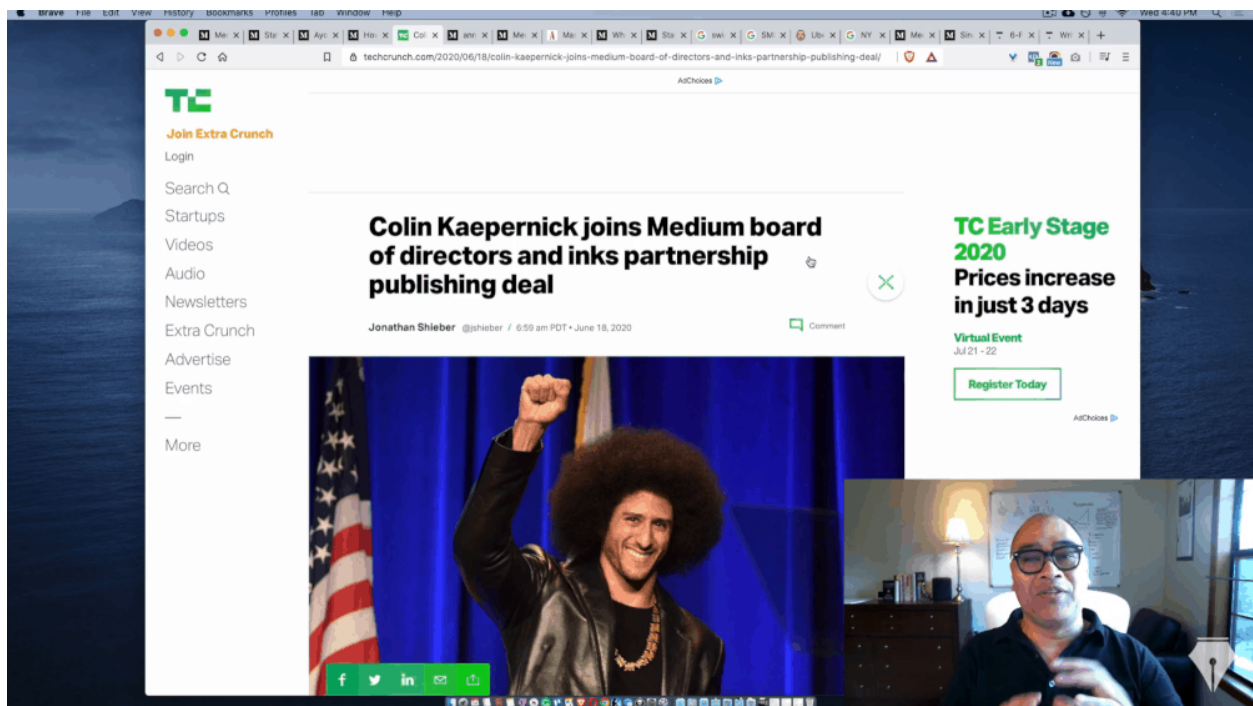
It's not a big mistake, but on ScreenFlow, you can hide the desktop icons/files before you record. Sometimes I forgot and my screen recording looked all messy. When I forgot, I'd move my talking head video over the files at the top, but then that was inconsistent because I always had the video in the lower right corner!

Please share some idea of revenue.

I just launched, so there is not much to report. I've launched other courses with massive success but this one is just getting its wings. I'm expecting another five-figure launch. However, I did accidentally publish the course a day early and when I woke up a sale came in! I still don't know how they even got the URL.

Please tell us a little about what the money you've earned from your course has done for you.

From my series of courses and writing services, I've been able to semi-retire for the last five years. That means I haven't woken up to an alarm clock in years so that's always a plus. I did put my business on auto-pilot to be a management consultant for six months, but that wasn't for me so I went back to becoming a part-time entrepreneur. I'm totally unemployable. As for income, some months my income dips, but other months are bringing in well over \$10,000. I'm on track for a six-figure year.



In addition to revenue are there any numbers you would like to share?

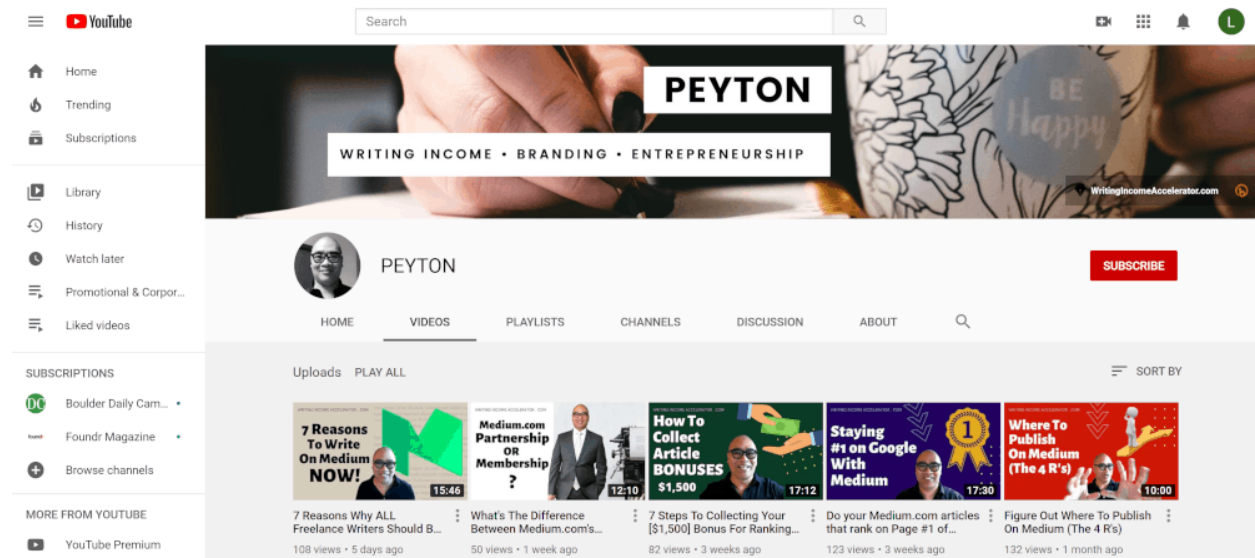
As mentioned, for course creators I think YouTube should be your primary marketing tool. There are other video platforms like Facebook Live, but it's not the same as YouTube.

When I was asked to be interviewed, my views and subscribers ramped up fast! I'm definitely trying to get more of those. For the interviewer, my video is the second most viewed video and she's been working on that channel for over two years. For me, it increased my subscriber count by 100 in the first week alone.

Also, I have over 3,500 connections on LinkedIn and that has helped some. I think people find me on YouTube and for some reason, they contact me via my website or LinkedIn. Maybe they want to check my credentials.

What has creating your course done for you personally?

The day I was done, I felt great. I really feel proud of the final product. Also, there was a lot of editing involved and I felt like I accomplished something big. I know the next course will come easier and this is encouraging.



Do you have a story of a transformation from any of your clients?

I have a coaching client that transformed her business significantly. She went from being obscure and scared to being wildly influential and popular in our niche. And with that fame, the money came rolling in as well. She was green. I showed her how to market services better and become a sought-after personal brand. In one month, her Facebook group grew from 1,000 to 70,000 members. I felt so happy for her because I was the catalyst for this change.

What advice do you have for people just starting out?

Start small and let it snowball. The lessons, videos, worksheets, and marketing all get easier. - Arlie Peyton

Keep offering amazing value to your fans because that's how you build a tribe. Simultaneously, all that extra effort is like building up a pre-sale. I didn't quite know

how powerful that was until I'd get these messages like "can't wait until your course drops!" I thought I was giving too much of my time away and I was wrong.

Learn more about Arlie Peyton of the WritingIncomeAccelerator:

- Website: writingincomeaccelerator.com
- [Instagram](#)
- [LinkedIn](#)

How Jessica Caver Lindholm Earns \$60K to \$100K/Month Helping Others Learn How to Live Free

- Who: **Jessica Caver Lindholm**
- Website: tolivingfree.com
- Course Topic: **Inspiring business and lifestyle courses**
- Interesting Stats: **Nearly \$10k in sales in first afternoon of opening enrollment**

Who are you and what course have you created?

I'm Jessica Caver Lindholm, founder of ToLivingFree, coach, writer, speaker, and course creator :). My website is tolivingfree.com which is where you can find my new signature course, [Surrender Into Success](#).

Surrender Into Success is an oasis of space for those ready to drop the struggle. It will help you remember who you really are, create your soul work, prosperity, and impact. And it's all put together in a way that inspires and serves you (and your incredible clients and community). It will help you create the experience of heaven on earth you've been dreaming of ... and so much more.

What market does your online course serve?

I work with soul led entrepreneurs, creatives, and visionaries who are ready to discover their soul work and get paid for being all of who they really are. They can change the world, have it all on their terms, and fully live free.

What's the biggest benefit of taking your course?

Creating the life and business beyond your wildest dreams in a way that fills you up instead of drains you :). Dropping the struggle, hustle, and over-complication that is so prolific in the world. That way you can discover what you actually desire in life and create it without worry or fear.

This is about tapping into something more that many of us are craving. Our deeper purpose and being able to live and grow a business connected to that from a space of freedom and deep inner knowing.

How did you get into the market?

The ideas for my courses and programs are divine downloads, meaning I'm totally surrendered to being a conduit for love on this planet and sharing what's needed most to help others create real freedom, peace, and prosperity.

I never try to figure out what to offer, all my courses come through as inspired ideas that lead me to take inspired action and share the work with the world. -
Jessica Caver Lindholm

Why did you decide to create an online course in the first place?

Because I'm a content queen, constantly writing, speaking, and focusing on being of service to as many as possible. Courses are a powerful way to get this work into the hands of as many people as possible who need it right now.

Aligned Automation That Feeds Your Soul + Sets You

On this week's vlog, we are talking ALL about aligned automation. If you didn't catch the EPIC interview I did with my very own PR team, Pink Shark PR, then you need to watch this! I picked one of the most powerful clips from the entire interview to show you the incredibly unique way that [...]

READ MORE



Did you have any moments of doubt before you created/launched it?

Honestly, not at all. Some of it might be because I've been coaching and creating courses since 2014. I have a lot of practice in tuning into what feels aligned to create and live in the energy of certainty around my offers. But, more than that I can say that when I live what I teach in this course, surrendering my life, business, offers, income, all of it over to something greater and then simply showing up and taking the inspired action, the business gets really easy and certainty becomes automatic.

I absolutely use to feel fear and doubt, but living what I teach in Surrender Into Success turned it all around.

What's your online course like?

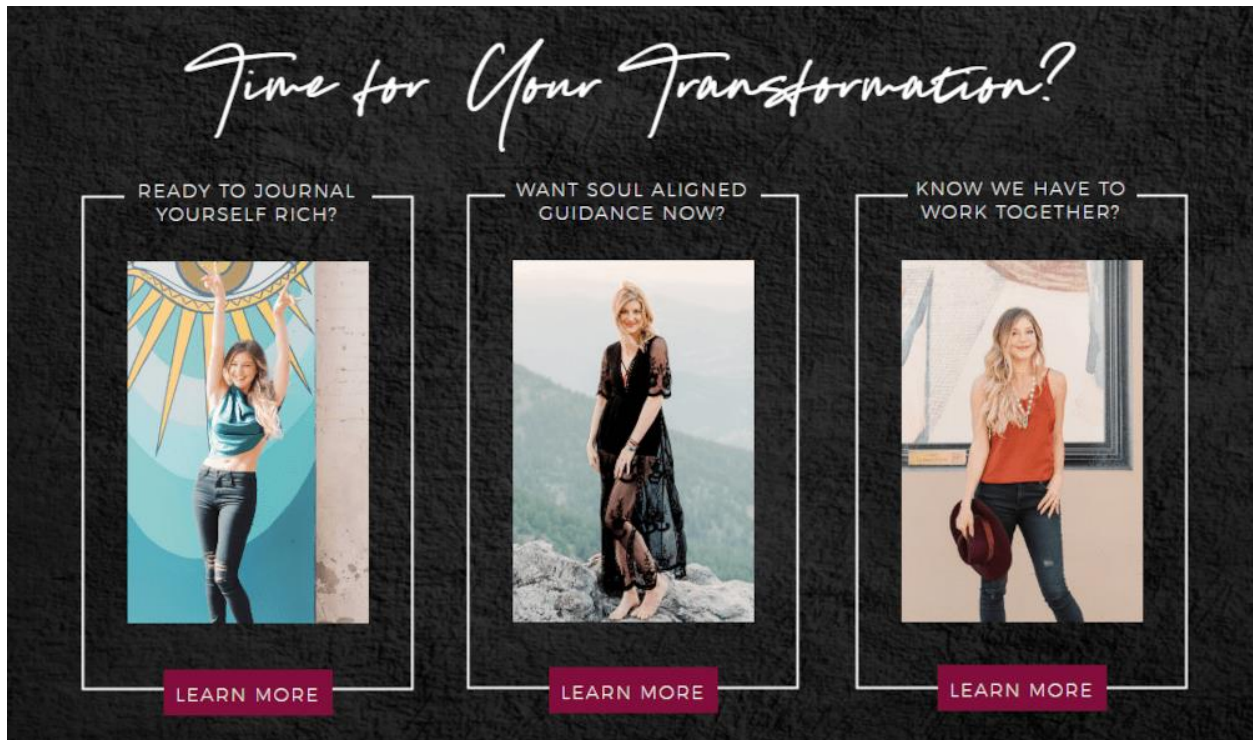
It's a year-long live space filled with instant access to almost 30 alignments + activation audios. There's monthly video training + coaching calls hosted over Livestream in our private Surrender Into Success FB Group. Monthly guided meditations and mantras go hand-in-hand with the monthly video training delivered in a monthly email just for my Surrender Into Success clients. There's also a monthly hour (or longer) video immersion from my vault of training every month digging deep on the energy of money, manifestation and more. I'm the queen of over-delivering so to have a better idea of what all is included you'll definitely want to check out the sales page.

How long did it take you to create your course?

I'm a big believer in creating courses as you're hosting them, not creating them ahead of time. In almost seven years I've never created a course before I sold it.

I always create courses live with my clients because they have more energy, are more fun and I can make sure the content is specific to what my soulmate clients need most. - Jessica Caver Lindholm

So this course will take me the next year to create with my clients.



Tell us a little about the process of launching your course and getting your first sale(s).

I don't launch in the way it's normally taught because I believe that launching is easy. It's just creating what I'm inspired to create. I know it will have the biggest impact on my soulmate clients and then telling them about it in the ways that feel good to me.

For me, I love to write so I tend to announce a new program through email. Then email pretty much every day that the program is open with amazing content I feel called to share and an invite to join me in the program. My team takes my emails and posts them on social media. I'll do a live stream or a series of live-streams on social media if it feels inspired, but it's never required.

This is how I sell.

I believe selling is easy and fun and just an extension of me being me. And the launch of my latest program is a perfect example. Sales from amazing soulmate clients started coming in immediately after I sent out the email. I made almost \$10k in sales in just the first afternoon of opening enrollment and I expect \$100k in sales before the launch ends.

Do you have a lead magnet?

I have a free millionaire mirror visualization and a free prosperity queen Facebook group (that includes a free course). These are available all the time, not specifically for a launch.

I have lots of free resources and content that I share regularly. It's less about one specific resource and more about the fact that all of my free resources and content speak directly to my soulmate clients and show them who I really am.

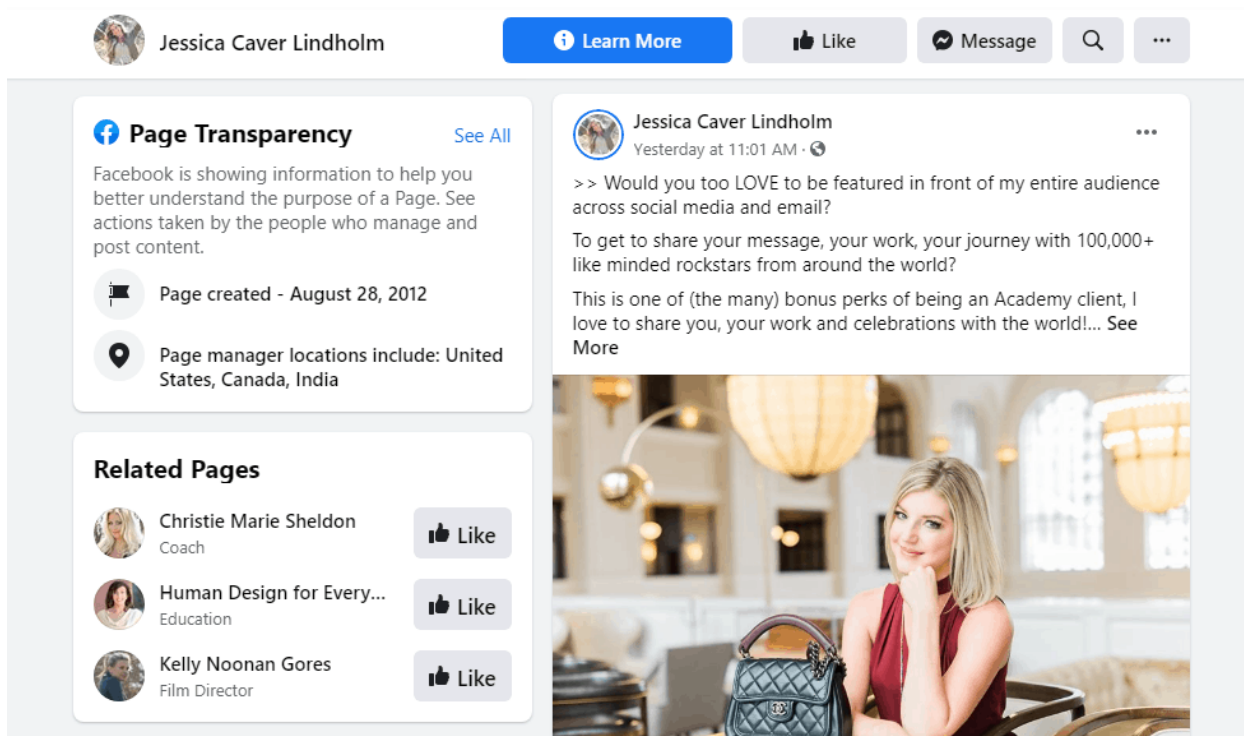
And I'm incredibly consistent, emailing and sharing on social media at least five times a week for years.

I believe it's this consistency and sharing from my heart that creates the biggest results on repeat. - Jessica Caver Lindholm

What's the traffic strategy that works best for you?

My traffic strategy is to be all of me in the ways that feel aligned on all the platforms I feel inspired to share on. That's what I do, just about daily for years.

I personally love Facebook and Instagram and sharing my message on those spaces. This automatically grows my free group, following, and email list. I also use a small ads budget to send traffic to one of my signature courses, Superflow, for just \$37 which covers my ad spend and connects me with soulmate clients every day.



What online course platform are you using?

I currently use [Thinkific](#) as my [course management platform](#). I do my training live over live streams in a private Facebook group.

Do you like it?

I do 😊 I haven't personally set anything upon it at all. My lovely biz manager and COO do all the setup. But, I love how user friendly it is for my clients and that they can easily access their course materials on desktop or mobile.

What made you decide to use your chosen platform over others?

We had a WordPress plugin for our membership prior and I didn't like how it looked. I wanted a membership site that looked cleaner and more aesthetically pleasing and worked better on mobile.

What other tools do you use to run your online course business?

I use the following tools:

- Clickfunnels for my sales pages and order forms
- Stripe and Paypal to process payments
- [Infusionsoft](#) to deliver automatic emails
- Easy Audio Recorder lite to record my audios
- Soundcloud to host my audios
- Facebook to create my groups and live streams
- Vimeo to host the videos off of Facebook after they're done
- Canva to create beautiful graphics

What books or training programs have you found useful on your journey to a successful business owner that others might find valuable too?

So many books, more than I could even list, but some of my favorites at the moment are "Becoming Supernatural" by Dr. Joe Dispenza and "It's Not Your Money" by Tosha Silver.

I probably read "The Science of Getting Rich" six times back to back at the beginning of my business. That really helped get my money mindset where it needed to be to succeed.

Do you have any big mistakes you've made along the way that you'd be willing to share?

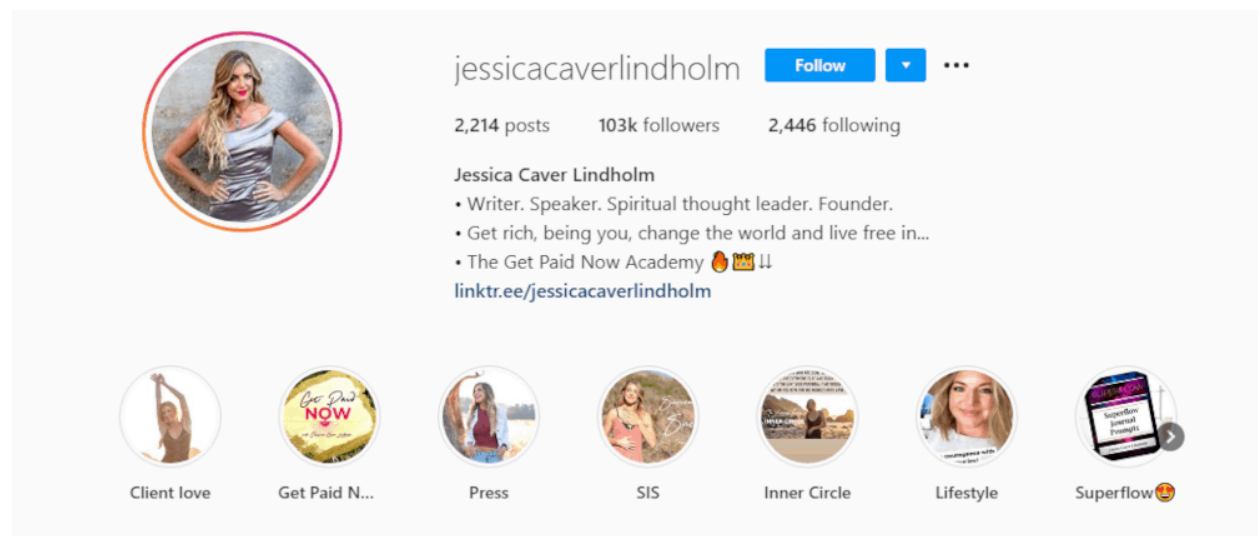
[My biggest mistake was thinking there was a right way to do things. I was looking for someone outside of myself to be an expert in my life. - Jessica Caver Lindholm](#)

I've found the biggest success when I hire coaches and mentors who help me be all of me rather than those who just want to teach me their system or strategy.

For a while, I thought there was a "right" way to do things. If I didn't do it right I would fail.

This created a huge amount of stress and pressure and led me to feel like I'd even broken my business at one point. My business was transformed when I stopped trying to do things "right".

I focused on being all of me and doing exactly what I'd do if I had complete freedom to run my business exactly how I desire and knew it would work.



jessicacaverlindholm [Follow](#) ...

2,214 posts 103k followers 2,446 following

Jessica Caver Lindholm

- Writer. Speaker. Spiritual thought leader. Founder.
- Get rich, being you, change the world and live free in...
- The Get Paid Now Academy 🏆👑👑

linktr.ee/jessicacaverlindholm

Client love Get Paid N... Press SIS Inner Circle Lifestyle Superflow 🌊

Please share some idea of revenue.

I started my business in 2014, and after making only \$7,000 the year before doing side jobs, I quickly turned this business into a 6-figure business in just six months. I proceeded to double my annual income for the next two years.

Then 2017 was the year I found myself getting way too caught up in the rules. I still had a multi 6-figure business but I was done with the hustle and knew I would burn myself out if I kept on in the way I had. So I set all the rules on fire and reset my whole business (and life) back to the soul.

The results were almost immediate with my income quickly climbing in 2018 from \$40k to \$70k to \$100k a month in cash income. I don't focus on sales, I always focus on the actual cashflow into the business.

My business continues to live at the frequency of at least \$60k-\$100k a month. I don't think about my courses or launches in terms of how they will help me hit income goals. Instead, I focus on being an energetic match for a minimum amount of money and know it's impossible for me to drop below that no matter what.

Please tell us a little about what the money you've earned from your course has done for you.

I believe in living free. That's why my business is called To Living Free. To me freedom is unlimited time, money, and mindset to do exactly what you desire with, feeling totally free in these areas.

My business has helped me create total freedom in all of these areas. I always have money for all of my desires plus excess leftover.

I bought and built my dream home with my husband. My husband quit his job in my first year of business. He has worked with me and lived out his dreams of being a musician since.

I'm writing this to you on my rose gold Mac in the Mercedes sports car I bought last year that I'm about to upgrade to my absolute dream car, a Mercedes G-Wagon, that is being custom-built for me right now. We're driving up to Aspen, Colorado with our two dogs to spend the week at a beautiful property through our luxury travel membership.

I live what I teach. I know that all of my needs are always met. Everything is always working out for me, that the better it gets, the better it keeps on getting. And that we really can have, be and do anything once we get clear on what our soul desires truly are, surrender to our highest self, to love and just keep taking the next inspired action.

In addition to revenue are there any numbers you would like to share?

I honestly don't look at these numbers much at all. For instance, I know my email list is relatively small compared to other people who are at the same income level as me. But...I have no idea what my email list size actually is. I haven't looked at the numbers for my email list in at least a year.

Instead, I focus on my areas of expertise. That is, being a visionary leader, sharing my message far and wide, and helping as many as possible.

What I really am focused on is reaching hundreds of thousands of people every month with my message. I do know that my warm leads reach through Facebook, Instagram and my email list is reaching high numbers. That's what's important to me.

How did I do it? The same way I do everything 😊 I get clear on what my true soul desire is (in this case reaching hundreds of thousands a month with my message). I surrender it completely over to divine knowing it is done. Then I take any inspired action I'm called to take until it is done.



What has creating your course done for you personally?

I'm living my truth, my destiny, and my legacy by having this business and consistently creating my writing, courses, and doing my soul work. There is nothing more fulfilling than that. I'm doing what I came to this planet to do. To help evolve consciousness and create real positive change while living my fullest human expression, having fun, helping others, being in love, laughing, and living free. It doesn't get better than that.

Do you have a story of a transformation from any of your clients?

I receive messages every day from clients who have had a breakthrough, changed their mind, changed their life or are doing their soul work and creating real results that make them feel amazing, but most importantly, they're setting themselves free.

You can see just a few of the thousands of case studies from my clients over on the [Surrender Into Success](#) sales page, the [Get Paid Now](#) sales page, or on my website at tolivingfree.com.

What advice do you have for people just starting out?

This is all easier than you think it's going to be.

Just remember who you really are and how powerful you are. - Jessica Caver Lindholm

You always know what you truly desire and the inspired action to take to create it. You need to get out of your head. Stop giving your power away to others and tune back into your heart and soul. And if you feel lost and need a reminder of how magical both you and life are, come find me and we'll shift you back to your natural state of unstoppable and free, fast.

Learn more about Jessica Caver Lindholm of tolivingfree.com:

- Website: tolivingfree.com
- [Instagram](#)
- [Facebook Group](#)

How Jacques Wong Grew PNC Learning to Mid 6-Figures Helping Others Pass Insurance Licensing Exams

- Who: **Jacques Wong**
- Website: pnclearning.com
- Course Topic: **Insurance licensing exams**
- Interesting Stats: **Mid 6-figures in 2 years**

Who are you and what digital training company have you created?

My name is Jacques Wong – I am an insurance leader at [ReFrame Insurance](#) and educator at PNC Learning. To become an insurance professional in many jurisdictions, you need to pass certain licensing exams administered by regulators. Once licensed, you are required to take a certain number of continuing education (CE) credits each year to maintain your license.

When we were taking the licensing exams, we noticed how expensive, wordy, and full of jargon the traditional study materials were. The textbook was literally a binder hundred of pages thick. It was also a challenge to balance work, studies, and family responsibilities.

The mission of PNC Learning is to make a career in the insurance industry accessible to everyone. To do this, we provide our students with simplified study materials available online 24/7. They are also available in a variety of formats and languages. We hire the best instructors in the business. We also provide students with ongoing support as they move through the materials.

Although we got our start in the insurance industry, we are rapidly expanding into training for other regulated industries such as finance, real estate, and health and fitness. We are also looking at expanding into other jurisdictions outside of Canada such as the United States and Australia.

What market does your digital training serve?

Our primary market is current and aspiring insurance professionals. Many of these people are looking for a career change. Often, they want to get into an industry that is well known for being stable while having relatively high compensation levels (salaries, commissions, etc.) and near unlimited growth potential for motivated individuals.

Because we offer training in a variety of languages like Chinese, we have built out a great niche in these communities as well.



What's the biggest benefit of taking your online courses?

This is an area we focus on a lot – as a result, we also have a lot of data on this from the thousands of students we have surveyed to improve our products.

The biggest benefit of taking our online courses is user-friendliness. We do not use jargon, we cut out the fluff, and we focus on explaining the core concepts in simple language. - Jacques Wong

Being an online course, students also have the flexibility to study anytime They can get access to help from a qualified instructor at nearly any time of day as well.

Cost is also a big factor – being online and highly automated, we are able to deliver the courses at a much better price point than traditional education providers in the space.

How did you get into the market?

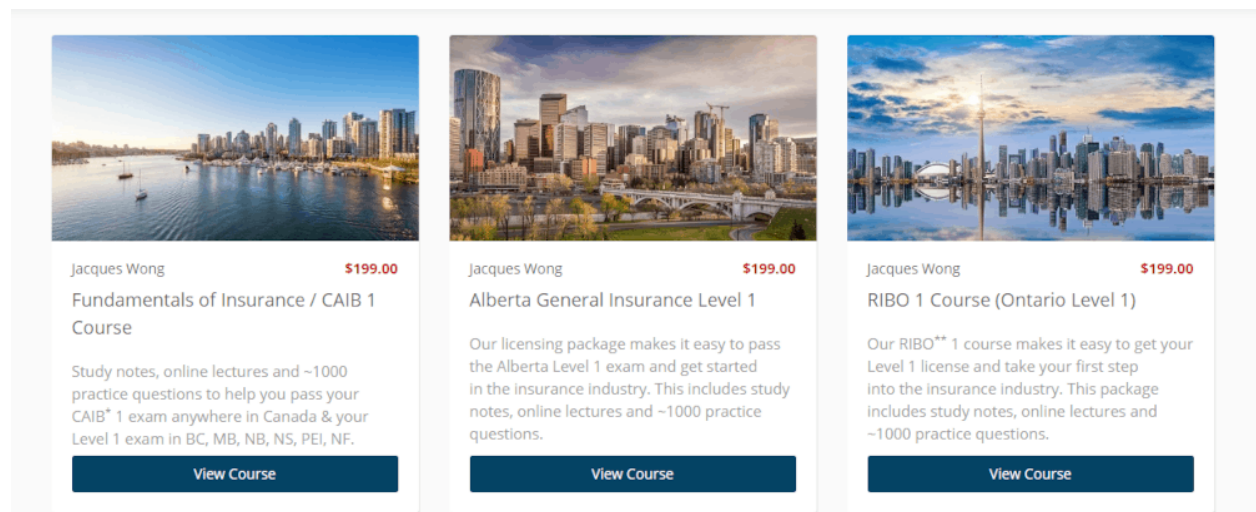
The idea came about serendipitously. When taking these exams myself, I happened to score very highly and won a few awards for my academic performance. As a result, my colleagues and people in my network heard about it and asked me to help them prepare for their exams and share my study material.

From there, the idea snowballed organically. I started running short on time so I moved the material online and gradually built out full courses for all Canadian jurisdictions.

Why did you decide to create a digital training company?

The main reason is that I saw a need in the marketplace for this type of product. The incumbents in the industry were overcharging without bringing additional innovation.

The second reason was simply that I was running out of time teaching these in-person and wanted to scale my business beyond my local area and what my time would allow. Now, we reach thousands of students all across Canada and the world.



The image displays three course cards from CourseMethod.com, each featuring a cityscape background and a 'View Course' button. The courses are:

- Fundamentals of Insurance / CAIB 1 Course**: Includes study notes, online lectures, and ~1000 practice questions for the CAIB* 1 exam in BC, MB, NB, NS, PEI, NF.
- Alberta General Insurance Level 1**: Includes a licensing package to pass the Alberta Level 1 exam, along with study notes, online lectures, and ~1000 practice questions.
- RIBO 1 Course (Ontario Level 1)**: Includes a RIBO** 1 course to get the Level 1 license, along with study notes, online lectures, and ~1000 practice questions.

Did you have any moments of doubt before you launched your training company?

I absolutely struggled and had doubts when I first launched. Whenever someone would have negative feedback about the material or had a poor result on the exam, I took it very personally at the start. I never lashed out at my customers obviously but it had a negative effect on my mood.

If so what made you turn it around and do it anyway?

Although negative feedback hurts to hear, the negative feedback was in the minority compared to the people who were ecstatic that they passed their exams and were on their way to a new career path.

I also realized that negative feedback is very powerful and built out a robust feedback mechanism to purposely gather negative feedback in order to improve the product. - Jacques Wong

While you can't be all things to all people, you should listen to your customers and use that feedback to improve your product.

What are your online courses like?

The online courses use a variety of formats to deliver the information in an attempt to cater to as many learner types as possible. Each course comes with a textbook that we encourage students to download and print out. Each chapter comes with PowerPoint-style lecture slides (similar to what you would see in a college classroom). These videos are at most 15 minutes long to optimize for digestibility. At the end of each chapter, there are quizzes. We also have Midterm and Final exams.

Throughout the course, we also introduce sections where students are encouraged to interact with their instructors and ask questions. If we see a question get asked many times, we look to adjust that section to make it more clear.

Continuing Education (CE Credit) Bundle includes these courses



IC/MG91 MGA Compliance - 1 CE Hour (BC, SK, MB, RIBO-MGMT)

[View Course](#)



IC/MG90 MGA Markets - 1 CE Hour (BC, SK, MB, RIBO-MGMT)

[View Course](#)



IC/MG89 MGA Underwriting - 1 CE Hour (BC, SK, MB, RIBO-TECH)

[View Course](#)

How long does it take you or your team to create a new course?

We do the vast majority of our course development in-house. We do work with subject matter experts from time to time. Because we have spent a lot of time gathering feedback and iterating on the course materials, we have developed template overtime for the way we build and structure the courses. This template dictates where we add check in's, midterm exams, how long each segment is, etc.

We also like to release courses early on in their development to begin gathering feedback as early as possible.

Often times we release a text-only version first to gather feedback, form an advisory council around improvements/feedback, and generate pre-sales leading up to the official launch. Jacques Wong

Tell us a little about the process of launching your first course and getting your first enrollment(s).

The first version of the course was just simply the materials I created while studying digitized and uploaded to [Thinkific](#). Then I posted several ads on Craigslist and waited. I generated my first-course sale in May 2017 and things just picked up from there.

Any revenue I got, I reinvested into marketing eventually upgrading my web presence and running paid ad campaigns.

Do you have a lead magnet?

We offer free resources on our websites such as exam guides and licensing guides for each jurisdiction we work in. We also have a free trial for each course.

These resources are a great way for us to showcase our authority and knowledge in the industry. They also allow us to establish some trust online which is hard to do – especially with digital education products.




They're also a great way for us to collect contact information and reengage them with an email nurture campaign. Nearly 100% of our customers enter our sales funnel through a free trial or a lead magnet.

What's the traffic strategy that works best for you?

Although we are working on organic search, paid ads are still our best traffic source. After seeing some initial revenue from free sources like word of mouth and Craigslist, we reinvested the money into paid ads.

We ran them in-house for a while before hiring an agency which really scaled our efforts and optimized our results.

THE PNC LEARNING DIFFERENCE

 SIMPLE LANGUAGE Struggling with the HUGE and expensive textbook? We teach complex concepts in a simple & jargon-free way	 COURSE TUTOR Don't study alone, get instant one-on-one help from a licensed instructor by phone or online using our built-in live-chat app	 GUARANTEED PASS Didn't pass the first time? Come back and study for FREE until you do!
---	---	---

What online course platform are you using?

Thinkific and I love it.

Are there any features you wish it had?

A more robust web page builder and better integrations (ie. with Hubspot)

What made you decide to use your chosen platform over others?

I initially chose [Thinkific](#) because they offered a free tier with limited features. They charged 10% of course sales. The features included in the free tier are more limited now but are still good.

Starting without any fixed monthly costs allowed me to start slowly, gather feedback, and slowly iterate on the product without fear of going negative.

What other tools do you use to run your digital training business?

I also use Zapier to automate business processes. Mixpanel to monitor student progress and gather useful data for course improvements. Active Campaign for email marketing. Tawk.to as our free live chat provider, and probably a few more I'm forgetting right now.

What books or training programs have you found useful on your journey to a successful business owner that others might find valuable too?

In the beginning, I read a lot of books about copywriting to help me write the landing pages. I also read "Personal MBA" as a way to get a quick business education (I have a background in Computer Science).

As I got ramped up and started feeling stuck, I read Blitzscaling. This got me on a path to really scaling the business and expanding into new verticals and industries.

Do you have any big mistakes you've made along the way that you'd be willing to share?

I was very lucky and conservative throughout this whole journey so no major mistakes to report (fingers crossed).

Please share some idea of revenue for your digital training company.

We are in the mid-6 figure range in terms of annual revenue but with the launch of new verticals over the next few quarters, we'll comfortably hit 7 figures in revenue over the next 12 months.

Jacques Wong \$199.00

Saskatchewan General Insurance Level 1

Pass the Level 1 exams in SK and get started in the insurance industry. This includes study notes, online lectures and ~1000 practice questions (Includes SK Auto 1 & 2)

[View Course](#)

Jacques Wong \$199.00

Other Than Life (OTL) Ontario Insurance Agent's Course

Our OTL** course makes it easy to get your Level 1 license and take your first step into the insurance industry as an agent. This package includes study notes, online lectures and ~1000 practice questions.

[View Course](#)

\$120.00 / year

Continuing Education (CE Credit) Bundle

Get 25+ Accredited Courses & Earn CE Credit Hours for just \$10/month

[View Bundle](#)

Please tell us a little about what the money you've earned from running your digital training company has done for you.

As what is basically a one-man show with a few contractors helping me with different things, this has been really good for me financially. I haven't quit my job as an insurance advisor yet as I'm self-employed there but I've been able to generate a 6-figure income off of this business.

This has allowed me to put a down payment on a modest condo downtown. I also take vacations pretty much whenever I want (on credit card points of course).

What has creating your digital training business done for you personally?

It's given me the freedom to do what I want when I want without being tied down to a physical job or reporting to anyone but myself. For me, autonomy is the biggest personal win in my digital training business.

Having a nice predictable safety net of income has also allowed me to take larger risks with other business ventures and investments.

What advice do you have for people just starting out? What do you wish you knew before you started?

Just start.

Don't be afraid to push out an unfinished product so long as you're upfront about it with your customers. - Jacques Wong

Put out a product and use the feedback – both good and bad – to fuel the development of your product. You don't need to toil for months in secret before putting out the “perfect product” because there is no such thing.

The best way to build something people want is to simply ask them. That means literally surveying them or observing how they use your product, the questions people have, etc.

Learn more about Jacques Wong of [pncLearning.com](https://pnclearning.com):

- Website: pnclearning.com
- LinkedIn: [PNC Learning](#)
- LinkedIn: [The Reframe Group](#)

Thank you for checking out the top 5 course creator interviews of 2020!

Gain more inspiration and review more interviews on [Coursemethod.com](https://www.coursemethod.com).

If you haven't already, sign-up to get the [Blueprint Tracker](#). It's a complete growth strategy built for online course founders.

Also, referrals are much appreciated! If you know anyone else who would benefit from the content we provide, please send them our way!